

Montgomery Regional Tourism Development Council

Meeting Minutes

February 25, 2016

I. Call to order

Craig Meadows called to order the regular meeting of the **MTDC** at **9:05 a.m.** on **February 25, 2016** in the Montgomery County Administration conference room.

II. Present

Krishna Chachra (v)	Vice Chair-Blacksburg Town Council Representative
Tom Norman (v)	Chair-Blacksburg Hotel Representative
Lisa Bleakley	Executive Director, Tourism
April DeMotts (v)	Board of Supervisors Representative
Barry Helms	Christiansburg Town Manager
Connie Hale (v)	Riner Restaurant Representative
BJ Norris (nv)	Virginia Tech Representative
Diane Akers	Blacksburg Partnership
Heather Browning	Town of Blacksburg Community Relations Mgr.
Ruth Richey	Montgomery County Public Information Officer
Craig Meadows	Montgomery County Administrator
Tom Shaver	General Manager for the Inn at Virginia Tech
Becky Gabris	General Manager for the Fairfield Inn
Harry Collins (v)	Secondary Christiansburg Town Council Representative
Jason Dowdy (v)	Montgomery County Chamber of Commerce Representative
Lea Wall (v)	Christiansburg Hotel Representative

Absent

Marie March (v)	Christiansburg Restaurant Representative
Marc Verniel	Blacksburg Town Manager
Joyce Beliveau (v)	Blacksburg Agritourism Representative
Sam Bishop (v)	Christiansburg Town Council Representative

III. Approval of minutes of August 23, 2012

ACTION NEEDED

IV. Discussion

- Lisa Bleakley goes over strategic plan which is linked in folders provided.
- Free Hospitality Training offered to the New River Valley on April 20th and 21st at the CrossPointe Conference Center.
- The 2nd annual Montgomery County Familiarization Tour is planned for May 2, 2016. The theme is Destination Events.

- Lisa mentions the sub-committee for the establishment and review of a Tourism Marketing Grant. Tom Norman, Connie Hale, Marie March, BJ Norris, and Lisa make up the sub-committee. The grant applications are due March 1, 2016.
- The Tourism Board recommends Tom Norman for Chair of the MTDC. A motion is made by Lisa. Krisha Chachra and April DeMotts second the motion.
- Recommendation of Connie Hale for Vice Chair for the MTDC. A motion is made by Lisa. Krisha Chachra seconds the motion.
- Jason Dowdy gives update on the new Homewood Suites by Hilton. Set to open late April.
- Barry Helms gives an update that Christiansburg has bought the Truman Wilson Park behind Walmart.
- Krisha Chachra gives insight to the New Rail system sighted for Montgomery County.
- Lea Wall gives updates on the hope of a program in Christiansburg similar to Blacksburg's sustainable program.

V. **Adjournment**

Craig Meadows adjourned the meeting at 10:30 a.m.

Minutes submitted by: Lisa Bleakley

Minutes approved by: